

Please amend the claims as follows:

1           1.       (currently further amended) A system for communicating with, and providing  
2    data representative of advertisement information to, [~~movie~~] digital projection equipment in  
3    theatres, said system comprising:  
4           a computer storage unit for receiving and storing data representative of advertisement  
5    information;  
6           a plurality of digital projector assemblies coupled to said computer storage unit for  
7    receiving data from said computer storage unit; and  
8           a controller for selecting certain stored data for transmission to [~~said~~] a first digital  
9    projector assembly responsive to movie show schedule information regarding a movie that is to  
10   be shown in a theatre environment associated with said first digital projector assembly.

1           2.       (original) A system as claimed in claim 1, wherein said first of said plurality of  
2    digital projector assemblies includes a computer processing unit in communication with a digital  
3    projector.

1           3.       (currently further amended) A system as claimed in claim 1, wherein said movie  
2    show schedule information regarding a movie includes information regarding an assigned time  
3    that the movie is to be shown in the theatre environment associated with said first [~~of said~~  
4    ~~plurality of digital projector assemblies~~] digital projector assembly.

1           4.       (original) A system as claimed in claim 3, wherein said controller for selecting  
2    certain stored data for transmission to said first digital projector assembly is further responsive to  
3    the information regarding the assigned time.

1           5.       (currently further amended) A system as claimed in claim 1, wherein said movie  
2       show schedule information regarding a movie includes information regarding an assigned  
3       location that the movie is to be shown in the theatre environment associated with said first [~~of~~  
4       ~~said plurality of digital projector assemblies~~] digital projector assembly.

1           6.       (original) A system as claimed in claim 5, wherein said controller for selecting  
2       certain stored data for transmission to said first digital projector assembly is further responsive to  
3       the information regarding the assigned location.

1           7.       (original) A system as claimed in claim 1, wherein said system further includes a  
2       network coupled to said computer storage unit and to said plurality of digital projector  
3       assemblies.

1           8.       (previously amended) A system as claimed in claim 1, wherein said system  
2       further includes assembling means for assembling a plurality of frames into a composite frame  
3       for output by said first digital projector assembly, wherein at least one of said plurality of frames  
4       includes data representative of advertisement information responsive to said movie show  
5       schedule information.

1           9.       (currently further amended) A system for communicating with, and displaying  
2       data representative of advertisement information to, [~~movie~~] digital projection equipment in  
3       theatres, said system comprising:

4               a computer storage unit for receiving and storing data representative of advertisement  
5       information;

6               a processing unit coupled to said computer storage unit; and

7 a plurality of digital projector assemblies coupled to said processing unit, said plurality of  
8 digital projector assemblies including a first projector assembly for use in a first theatre and a  
9 second projector assembly for use in a second theatre, and said processing unit being adapted to  
10 provide a first portion of the data representative of advertisement information to the first digital  
11 projector assembly responsive to first theatre scheduling information regarding a movie that is to  
12 be shown in the first theatre, and further being adapted to provide a second portion of the data  
13 representative of advertisement information to the second digital projector assembly responsive  
14 to second theatre scheduling information regarding a movie that is to be shown in the second  
15 theatre.

1 10. (currently amended) A system as claimed in claim 9, wherein said first theatre  
2 scheduling information includes information regarding the time, date and location that a  
3 particular movie is to be shown in the first theatre.

1 11. (previously amended) A system as claimed in claim 10, wherein said system  
2 further includes a network in communication with said plurality of digital projectors and said  
3 processing unit.

1 12. (currently amended) A system as claimed in claim 9, wherein said first theatre  
2 scheduling information includes information regarding whether a particular showing of a  
3 particular movie is the first showing of the movie in that theatre.

1 13. (currently amended) [~~A system as claimed in claim 9,~~] A system for  
2 communicating with, and displaying data representative of advertisement information to, digital  
3 projection equipment in theatres, said system comprising:  
4 a computer storage unit for receiving and storing data representative of advertisement

5 information;

6 a processing unit coupled to said computer storage unit; and

7 a plurality of digital projector assemblies coupled to said processing unit, said plurality of  
8 digital projector assemblies including a first projector assembly for use in a first theatre and a  
9 second projector assembly for use in a second theatre, and said processing unit being adapted to  
10 provide a first portion of the data representative of advertisement information to the first digital  
11 projector assembly responsive to first theatre scheduling information regarding a movie that is to  
12 be shown in the first theatre, and further being adapted to provide a second portion of the data  
13 representative of advertisement information to the second digital projector assembly responsive  
14 to second theatre scheduling information regarding a movie that is to be shown in the second  
15 theatre, wherein said first theatre scheduling information includes information regarding whether  
16 a particular showing of a particular movie is within the first week of the first showing of the  
17 movie in that theatre.

1 14. (currently further amended) A system as claimed in claim [9] 13, wherein said  
2 ~~[processing unit is adapted to provide a second portion of the data representative of~~  
3 ~~advertisement information to a second digital projector assembly responsive to second theatre~~  
4 ~~scheduling information regarding a movie that is to be shown in the second theatre]~~ second  
5 theatre scheduling information includes information regarding the time, date and location that a  
6 particular movie is to be shown in the second theatre.

1 15. (currently further amended) A method of providing data representative of  
2 advertisement information to ~~[movie]~~ digital projection equipment in theatres, said method  
3 comprising the steps of:

4 initializing a computer storage unit for receiving and storing data representative of  
5 advertisement information;

6 ~~[receiving data from the computer storage unit at a plurality of digital projector~~  
7 ~~assemblies; and]~~

8 selecting ~~[certain]~~ first stored data from the computer storage unit for transmission to a  
9 first digital projector assembly of ~~[said]~~ a plurality of digital projector assemblies responsive to  
10 first movie identification information regarding a first movie that is to be shown in a first theatre  
11 environment associated with said first digital projector assembly;

12 selecting second stored data from the computer storage unit for transmission to a second  
13 digital projector assembly of said plurality of digital projector assemblies responsive to second  
14 movie identification information regarding a second movie that is to be shown in a second  
15 theatre environment associated with said second digital projector assembly;

16 transmitting said first stored data to said first digital projector assembly; and  
17 transmitting said second stored data to said second digital projector assembly.

1 16. (currently amended) The method as claimed in claim 15, wherein said method  
2 further includes the step of assembling a plurality of frames into a composite frame for ~~[output]~~  
3 presentation by the first digital projector assembly, wherein at least one of the plurality of frames  
4 includes said first stored data representative of advertisement information responsive to the first  
5 movie identification information.

1 17. (currently amended) A system for providing advertisement information to an  
2 audience, said system comprising:

3 storage means for receiving and storing advertisement information regarding a plurality  
4 of advertisements;

5 ~~[common interest identification means for identifying a characteristic that each of the~~  
6 ~~members of a first audience has in common, and for producing common interest information;]~~

7 selection means for selecting a subset of the advertisement information in said storage  
8 means responsive to [the] first audience common interest information including data  
9 representative of at least one of a first movie that is to be shown to a first audience, a first  
10 location at which a movie is to be shown to a first audience, and a first time that a movie is to be  
11 shown to a first audience; and

12 display means for permitting the selected subset of the advertisement information to be  
13 displayed to the first audience.

1 18. (currently amended) ~~[A system as claimed in claim 17,]~~ A system for providing  
2 advertisement information to an audience, said system comprising:

3 storage means for receiving and storing advertisement information regarding a plurality  
4 of advertisements;

5 selection means for selecting a subset of the advertisement information in said storage  
6 means responsive to first audience common interest information including data representative of  
7 at least one of a first movie that is to be shown to a first audience, a first location at which a  
8 movie is to be shown to a first audience, and a first time that a movie is to be shown to a first  
9 audience; and

10 display means for permitting the selected subset of the advertisement information to be  
11 displayed to the first audience, wherein said system further includes [a] movie attendance  
12 feedback [unit] means for receiving first attendance data representative of information regarding  
13 [the] a number of people comprising the first audience.

1           19.     (currently amended) A system as claimed in claim [17] 18, wherein said system  
2 further includes [an] exposure log generation [unit] means for recording first log data  
3 representative of the display of the selected subset of the advertisement information to the first  
4 audience.

1           20.     (currently amended) A system as claimed in claim [17] 18, wherein said system  
2 further includes [an] exposure report means [~~log feedback unit~~] for providing an exposure report  
3 representative of [~~receiving a recording of~~] the display of the selected subset of the advertisement  
4 information to the first audience.

1           21.     (currently amended) [~~A system as claimed in claim 17, wherein said system~~  
2 ~~further includes~~] A system for providing advertisement information to an audience, said system  
3 comprising:

4                 storage means for receiving and storing advertisement information regarding a plurality  
5 of advertisements;

6                 selection means for selecting a subset of the advertisement information in said storage  
7 means responsive to first audience common interest information including data representative of  
8 at least one of a first movie that is to be shown to a first audience, a first location at which a  
9 movie is to be shown to a first audience, and a first time that a movie is to be shown to a first  
10 audience;

11                display means for permitting the selected subset of the advertisement information to be  
12 displayed to the first audience;

13            movie attendance feedback means for receiving first attendance data representative of  
14   information regarding a number of people comprising the first audience;

15            exposure log generation means for recording first log data representative of the display of  
16   the selected subset of the advertisement information to the first audience; and

17            exposure correlation means for correlating said first attendance data with said first log  
18   data to provide a first correlation of ~~[an exposure reporting unit for recording data representative~~  
19   ~~of information relating to]~~ the number of people that comprise the first audience [;] and the  
20   display of the selected subset of the advertisement information to the first audience.

1            22.    (currently amended) A system as claimed in claim [17] 21, wherein said first  
2   audience common interest information includes at least one of title, rating and genre information  
3   regarding [a] the first movie that is to be shown to the first audience.

1            23.    (currently amended) A system as claimed in claim [17] 21, wherein said first  
2   audience common interest information [~~further~~] includes information regarding at least one of  
3   the time of day, day of week, and date that [a] the first movie is scheduled to be shown to the  
4   first audience.

1            24.    (currently amended) A system as claimed in claim [18] 21, wherein said first  
2   audience common interest information [~~further~~] includes information regarding whether [~~the~~] a  
3   time of day that a movie is scheduled to be shown to the first audience in a theatre is the first  
4   showing of the first movie in [~~that~~] the theatre.

1            25.    (currently further amended) A method of providing advertisement information to  
2   an audience, said method comprising the steps of:

3 providing a computer storage medium for storing advertisement information regarding a  
4 plurality of advertisements;

5 ~~[identifying a common interest characteristic that each of the members of a first audience~~  
6 ~~has in common;]~~

7 receiving common interest data representative of [said] a common interest characteristic  
8 that each of the members of a first audience has in common, said common interest characteristic  
9 including data representative of at least one of a first movie that is to be shown to a first  
10 audience, a first location at which a movie is to be shown to a first audience, and a first time that  
11 a movie is to be shown to a first audience; and

12 selecting from said computer storage medium a subset of the advertisement information  
13 responsive to the common interest data.

1 26. (currently amended) A method as claimed in claim 25, wherein said method  
2 further includes the step of [displaying] presenting the selected subset of the advertisement  
3 information to the first audience.

Please amend the first full paragraph on page 16 that begins on line 1 as follows:

The servers are geographically located at sites with access to high-quality power and communications services. The physical architecture of the servers may be scaled and partitioned to keep pace with system demand. Clusters will be replicated for redundancy and to reduce the cost of implementing the WAN. The servers will run UNIX (an operating system developed at AT&T now offered by many vendors) or [a] similar operating systems capable of hosting multiple server processes on the same machine and facilitating the present invention's logical architecture. Alternate operating systems include, but are not limited to, LINUX (developed by Linus Torvalds of Santa Clara, California), AIX (sold by International Business Machines of Armonk, New Jersey), VMS (sold by Digital Equipment Corporation, a subsidiary of Compaq of Houston, Texas) and WINDOWS NT (sold by Microsoft Corporation). This includes, but is not limited to, all forms, versions and variations of these operating systems.

Please amend the first full paragraph on page 17 that begins on line 2 as follows:

As shown in Figure 3, the client assembly 30 includes the personal computer (PC) 34 that is connected to the system's intranet 32 via a connection port 40 through which it receives presentations. The assembly 30 also includes the digital projector [34] 36 through which the PC renders the presentations onto a theatre screen 42. Figure 3 illustrates a single-screen cinema physical configuration in which the PC stands alone as the local recipient and staging platform of the presentation as well as the presentation system that renders the content to the screen.

Please amend the second full paragraph on page 23 that begins on line 6 as follows:

The schedule and production daemon 72 schedules all showings for all locations. As movie schedules become available and as job schedule requests become ready for scheduling, the schedule daemon generates the content schedules which will be used by the production daemon. This process is described in more detail below. The schedule, production and logging daemons 72 also produce presentations for each showing of a movie at each screen location. Presentations 76 are transferred to the HTTP server 74 local to the screen location of the showing [74]. The local HTTP server could be running on the Client PC or on the sub-net PC, depending on the site configuration.

Please amend the last partial paragraph on page 25 that begins on line 11 as follows:

The data storage (or third) tier is organized into four broad groups of data (in databases) and two volumes. These four databases may or may not comprise physical divisions in the data. The account and users database 94 maintains records of contact, billing, login and other account-pertinent information. The job and schedules database 100 maintains records of individual job contexts describing content. Each context includes provider information, scheduling information, workflow state information, other context-pertinent information and a vector to the actual content data stored in the job content volume 102. The exhibitor and sites database 96 maintains information describing each screen location, actual schedules, box office sales data, membership within a complex, membership within an exhibitor and other site-pertinent information. Movie information is stored in the movies and releases database 98 along with a description, [~~genera~~] genre classification, expected box-office gross and other pertinent

Please amend the last partial paragraph on page 26 that begins on line 21 as follows:

All of the user classes share the same states and state-transitions. With reference to Figure 7B, a user class [is] begins at state 130, and is created (shown at 132) by the system administrator 116 or system operator 122 (only system administrators may create,

Please amend the first partial paragraph on page 27 that begins on line 1 as follows:

modify, or delete new system administrators and new system operators). Once created, the user is in an active state (shown at 134), which is the normal state of the user. In the active state, the user may open a working session with the system and interact with the system to ~~[their]~~ the extent that their class allows.

Please amend the first partial paragraph on page 30 that begins on line 1 as follows:

suspended account. An active user cannot access any information associated with a closed account. Accounts are suspended for billing issues, malicious activities, or after a period of inactivity. Accounts may be closed for reasons such as, but not limited to, the existence of issues that cannot be resolved, or if the content provider for the account dissolves.

Please amend the last full paragraph on page 31 that begins on line 16 as follows:

A submitted job is pending approval (state 208) for completeness, lack of conflicts, appropriateness, and available capacity. If the job is approved (shown at 210), its state changes to approved (212). If it is not approved, it is rejected (shown at 214) and placed into an inactive state 216, and the content provider would be notified of the rejection. The content provider may then make alterations and re-submit the job (shown at 218) by first having it reactivated. An active job may also be cancelled as shown at [~~220~~] 119.

Please amend the first full paragraph on page 33 that begins on line 1 as follows:

A showing object is a particular movie shown on a particular screen at a particular time. A schedule object is created by the schedule daemon to reserve a job for a particular showing, and these objects are represented in CC\_SHOWING and CC\_JOB\_SCHEDULE. [4] Box-office receipt objects (receipts) are entered or loaded into a CC\_BO\_RECEIPTS table. Receipts detail the head-count and gross ticket sales for every showing. As receipts become known, they may be used with logged schedules to find a job's exposure.